

Brad Marquardt

From: Constant, Andrew <Andrew.Constant@strand.com>
Sent: Tuesday, June 16, 2026 1:55 PM
To: Mason Becker; John Weidl; Brad Marquardt
Cc: Fisher, Mark; Becky Magestro; Henderson, Kyle R.
Subject: RE: Traffic study Jake's Way Howard Road

Brad and John,

We have reviewed the available data regarding anticipated development in the area around Jake's Way and prepared an estimate of traffic expected at the Jake's Way and Howard Road intersection.

Overall, projected traffic volumes at this intersection appear to be relatively minimal. Our evaluation considered two scenarios: (1) short-term traffic conditions following the initial connection of Jake's Way, and (2) long-term conditions associated with full build-out of the surrounding area and completion of planned roadway improvements.

Short-Term Conditions

- We assumed that approximately 40% of neighborhood traffic would use the new Jake's Way connection as an access route. Based on existing housing and estimated trip generation rates from the ITE Trip Generation Manual, we estimate an Average Annual Daily Traffic (AADT) of approximately 525 vehicles per day (vpd) near the Howard Road intersection.
 - We anticipate that most of this traffic would travel to/from the south on Howard Road due to its connection to Elkhorn Road and USH 12. Homes directly adjacent to Jake's Way or along nearby side streets may still use Howard Road to the north.
 - The 40% assumption can be adjusted if needed. At 525 vpd, this equates to approximately 50 vehicles (both directions combined) during the peak hour, or about one vehicle every 70–75 seconds on average. The exhibit below shows the area that was assumed to use the new connection as it will provide what seems to be a more direct connection to Elkhorn Road and USH 12.



Long-Term Conditions

- For long-term conditions, we assumed full development of the area between Howard Road and Elkhorn Road, along with the extension of Moraine View Parkway to Elkhorn Road. While overall traffic generation in the area would increase, the direct connection to Elkhorn Road is expected to shift a greater share of traffic onto Moraine View Parkway.
- As a result, we estimate that Jake's Way would carry approximately 250 vpd near Moraine View Parkway and about 310 vpd near Howard Road. This reduction reflects traffic diversion to Moraine View Parkway once the full roadway network is in place.

Please let us know if you would like to discuss this analysis in more detail.

Thank you,
Andy



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From: Mason Becker <mbecker@whitewater-wi.gov>

Sent: Tuesday, June 2, 2026 9:35 AM

To: Constant, Andrew <Andrew.Constant@strand.com>; John Weidl <jweidl@whitewater-wi.gov>; Brad Marquardt <bmarquardt@whitewater-wi.gov>